













## Peggy Joyce Draws Up Marriage Code Under "Platinum" Eagle Sign

**MYRNA LOY**  
**REG. DENNY**  
Balcony 25c

SEE TOM MIX IN "RUSTLER'S RO

ND UP<sup>®</sup>

—On the Main Floor      —Main Floor      —On the Main Floor      —Third Floor

**SEE TOM MIX IN "RUSTLER'S ROUND UP"**

Two for  
**65c**

### Ladies' Fall Scarf

**Mayonnaise Bowl**  
A lovely deep blue glass bowl  
sets in a heavily silver

### Unfinished Bow Chairs

made  
es on  
under-





FRIDAY  
SATURDAY  
MONDAY



# Hudson's Bay Company



SALE OF  
LINGERIE

INCORPORATED 2ND MAY 1870

Store Hours: 9 a.m. to 6 p.m.—Telephone 27141

1200 Pieces in Spongy Crepe  
Rayon Mixture

## 3 GREAT SALE DAYS

SEPTEMBER 15th—16th—18th

—Another startling demonstration of value giving, to prove to the citizens of Edmonton and District that this Historic Company is determined to render a worth-while service, inasmuch we offer during the next THREE DAYS reliable new Fall merchandise at prices within the reach of every purchaser. A cordial invitation is extended to all, to visit the store during these three days and purchase your requirements at extraordinarily low prices!

### 100 NEW FUR-TRIMMED COATS

—Certainly an excellent selection and when you see to what effect the furs are used you'll understand why thrifty women will buy their coats in this sale.  
—Good warm coats for the colder days ahead, showing tweeds or the new suede finished cloths; large flattering collars of long hair fur or for those who prefer less fur they can select from collars of short fur. Every coat warmly interlined and most have chamois lining for extra warmth. Shades: Black, brown, blue, green. Sizes 14 to 46. Exceptional value at, only

12.95

Coats—Second Floor, HBC



69c  
SET

SOLD IN  
SETS  
ONLY

### MILLINERY

\$1

—Felt hats—a wide choice of alluring Bonnets in the close fitting Turban types so much in fashion. Trimmed with the daring feathers, bows, clips or pins sponsored by the mode. All headpieces, colors noted are nigger brown, navy, green, wine and black.



Millinery—Second Floor, HBC

### MILLINERY

1.95

—A value that provides a strong incentive for you to buy a Fall hat now!  
—Smart little Berets of velvet or felt, softly draped away down over the right eye, with a gay little feather cascade, attached on one side, also the smartly trimmed styles, with a deeper crown for the matron.  
—Season's shades, all head sizes.



Second Floor, HBC

### MILLINERY

2.95

—This group is also very interesting, including Sailors and smaller models with perky feathers, draped or a smartly stitched crown so popular now for fall wear. Colors favor brown, navy, wine, green and black.



Millinery—Second Floor, HBC

### FALL HANDBAGS

1.95

—In dramatic new styles. Real leather bags with many pockets are favorites, grained effects are very smart. Pouch styles, undecorated styles and others, all neatly lined and fitted with change purse and mirror. Season's colors, 100 only at, each 1.95.



Handbags—Main Floor, HBC

### SILK SCARVES

\$1

—You'll certainly like the appearance of these fine novelty silk scarves; they are smart; they're serviceable; and right to the minute in style. Printed in a smart range of patterns—newest colors. Worth much more. Special, each \$1.



Scarves—Main Floor, HBC

### Children's

#### School Hose

29c

—A 1-1 rib hose made of wool and cotton — they have double knit feet. Note colors: Nude, fawn and brown. Sizes 6 to 10. Stock up your supply at, pair 29c.

Main Floor, HBC

#### Fabric Gloves

39c

—You won't be able to duplicate this wonderfully low marking. Included are the new dark shades in chamois-suede material for present wear. Beaver, brown and grey. 600 pairs only, 39c.

Main Floor, HBC

### Novelty

#### Handkerchiefs

3c

—Just think, only 3c each and you should see them. Really they are exceptional value! Fine quality lawns printed in dainty range of patterns and smart colors, too. Shop early for this bargain, they won't last long at this pricing.

Women's Handkerchiefs, Main Floor, HBC

#### Watch Special

98c

—Both dad and son will appreciate one of these watches; small, neat size nickel cases and exceptionally good time keepers. Don't miss this special!

Watches—Main Floor, HBC

### 200 CREPE DRESSES

—Just the snappiest little dresses, and in all the new Fall shades — style features: full sleeve treatment — wide shoulders — smart collars of contrasting shades and skirts with pleats. Dresses designed for the supper dance as well as dresses for business and practical wear — they are all here for you and sizes 14 to 44. These will sell quickly, shop early and get best selection. Only

2.95

Dresses—Second Floor, HBC

### Girls' Fur-Trimmed Coats

—Four lovely styles in diagonal plain tweeds and plain suede materials. Styles are such that you'll be surprised at the stylish details that have gone into these coats.

—Fur trimming. Beaver Lamb in first grade, and Australian Lapin on collars and cuffs—every coat warmly interlined. Serviceable colorings, for school girls. Sizes 7 to 14 years. Really excellent value at

7.95

### Boys' Knitted Suits

—100 only of these thick, pure wool botany suits. A famous manufacturer's line.

—Two piece style; pullovers and knickers in sand, blue and green. Assorted sizes, 1, 2 and 3 years. Guaranteed 1.95 value. Feature Special for three days.

1.49

only at, suit



### Women's

### Home Frocks

99c

—Your inspection will find several new and cunning styles in line with our policy in always having a stream of the latest styles to present to you.

—Six new styles in daintily new patterns and style treatments. All well assorted, in sizes 14 to 32.

—No need to be embarrassed if your friends find you in one of these home frocks.

Home Frocks—Second Floor, HBC

### 600 Pairs, Full Fashioned Silk Hosiery

SEMI-SERVICE WEIGHT SILK TO THE WELT

—Every thrifty-minded woman should take advantage of this record value Saturday. They are certainly good looking and wonderfully low priced. Pure thread silk in semi-service and all the reinforcements to ensure service. Beige, fawn, nude, rille and gunmetal shades, and sizes 8 1/2 to 10 1/2. Substandards of 79c quality. Sale, per pair

50c

Hose—Main Floor, HBC

### 1000 Pairs Silk Hose

—If you like a tailored stocking that can be counted on for long wear and smartness choose semi-service. Full fashioned, and styled with narrow panel heels. Seven new Fall shades and sizes 8 1/2 to 10 1/2. Be on hand sharp at 9 a.m. Pair

69c

### Chiffon Hosiery

—Another remarkable purchase makes possible this low pricing on this popular real silk chiffon hose. Gosamer sheerness for afternoon and evening wear. Silk to top to toe; eight of the newest colors, and all sizes.

Bargain priced at, pair

89c

Hose—Main Floor, HBC



### Sale of Women's Autumn Shoes



—Kid and calf leathers always have a place in your Fall wardrobe; and also a few of the season's popular sueded and combination of kid and suede in cluded in this outstanding shoe special for our three-day sale event. Pies, straps and pumps in black or brown; Cuban or high heels. All sizes 8 to 8, and widths B to D. Reg. 3.95 and 4.95 values. Priced at, pair

2.99

Women's Shoes—Second Floor, HBC

### Women's D'Orsay Slippers

—A pair of these will give you comfort during the coming cold months ahead. Padded soles, soft leather uppers in serviceable shades of blue, green or brown, and medium heels. Sizes 3 to 7. Your choice. Sale, per pair

89c

### 130 Pairs Children's Shoes

—A leader for value and quality. Buy two or more pairs at this low price. One strap and oxford tie styles in patent leather and black calf; all well-known makes. Sizes 8 to 2. Pair, only

1.79

Second Floor, HBC



**40-inch Filet Nets**

—Artistically woven designs for living room and dining rooms. English made and the color is light ecru. 300 yards in this lot and every yard is worth-while buying. Yard 29c  
Draperys, Third Floor, HBC

# Hudson's Bay Company.

INCORPORATED 2<sup>ND</sup> MAY, 1670.**150 Lace Panels**

—Heavy Nottingham lace and finished with fringe on bottom. Several designs and ecru color. One yard wide and 2½ yards long. The quantity is small so shop early.  
3 for \$1  
Draperys—Third Floor, HBC

**3-PIECE LIVING ROOM SUITES****Be Sure You See These!**

—At present prices the value is easily 98.50. Parkhill built and they are large and comfortable pieces. Marshall Spring Cushion and non-sagging steel construction. Hardwood frames too. Choose tapestry or mohair combinations in pleasing colorings to suit your living room decorations. Three Day Sale Special, 10 suites only. 3 pieces for

**79.50**

Convenient Terms May be Arranged

**7-PIECE BEDROOM ENSEMBLES****Look What You Can Buy for Only**

—Couldn't ask for better value than this! A chance to save considerably on the ordinary pricing! And such high grade ensemble comprises graceful-designed full size panel bed—dresser or dressing table, your choice of these two—Sagless cable spring—all white cotton mattress—two all feather pillows. Six only, 7 pieces

**65.95****Kitchen Chairs****98c**

—A real chance to replenish your shabby kitchen chairs at a real low cost. Launder finish hardwood chairs of rigid construction. Secured especially for this sale.

Furniture Dept.,  
Third Floor, HBC

9 a.m. Special

**50 Only, Footstools**

—And what stools they are with their well built frames and pretty moquette covers. For the early shopper, 9 a.m., at each

**\$1**

Furniture Dept.—Third Floor, HBC

**Imported Shadow Cloth****75c**

—The heavy quality shadow cloth that has proven so serviceable for loose covers or draperies. The colors are good and the patterns are entirely new. 250 yards on sale and your personal inspection will prove the remarkable value. 50 inches wide. Sale, yard 75c.



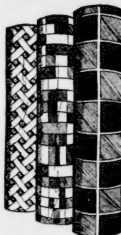
Draperys—Third Floor, HBC

**A Bed Outfit of the Better Kind**

—Another remarkable Sale feature from the Furniture Department. All walnut finish steel beds of new style with neat panel ends—cable spring which assures the utmost in rest and is non-sagging. Cozy mattress, built in layers and layers of pure white cotton and heavy durable ticking. Made by Simmons is your guarantee of real value

**19.95****Dominion and Barrystaines Lino**

—We have a large and attractive range of colorings in Dominion and Barrystaines Linoleum. It is 6 ft. wide and the designs are most suitable for the modern kitchens, bathrooms and dining rooms. Heavy burlap back and the surface is the popular hard wearing quality. Sale, square yard

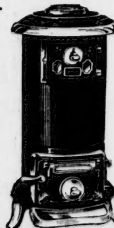
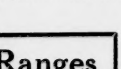
**79c****Gold Seal Congoleum Runners**

—The hard baked enamel surface is so easy to clean and hard wearing. Suitable for halls and worn spots in kitchen are brightened up with one of these runners. Size 9 feet by 18 inches wide. Sale, Each

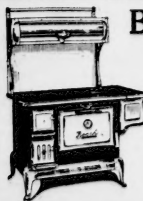
**89c****Choice Barrymore Wilton Rugs**Two Popular  
Sizes

—Bought at a special price concession before recent advances. Every purchaser will profit by the dollars saved on the purchase of a new rug today. Deep worsted pile—new fall colors and designs and every one guaranteed Barrymore.

Size 4 ft. 6 ins. by 7 ft. 6 ins. **16.95** Size 6 ft. 9 ins. by 9 feet **29.50**  
Each Each  
Rugs, Third Floor, HBC

**Beach Coal Ranges****6 Only 46.50**

—Note, 6 only of these well-known guaranteed steel coal ranges. Beautifully finished with white enamel panels—high closet with nickel plated trim, 18-inch oven and convenient reservoir. A range that will cook and bake to your entire satisfaction. Regular \$69 value.

**12 Only Beach Quebec Heaters****Regular, 17.50 On Sale At 14.95**

—Cold weather ahead—but here's your chance to be prepared for it at a real saving too. Buy one of these popular Quebec style heaters—heavy brick lined—nickel trimmed—large roomy firebox and swing top style. 12 only.

**Tea Cups and Saucers**

—Imported Tea Cups and Saucers in fancy red or green solid colorings with gold trimmings. Exceptionally attractive on plain white cloth. Your choice per set **25c** and saucer

**100 Dozen Imported Tea Cups**

—These come in the popular tall shape in plain cream ware with three gold lines. Splendid wearing quality and look at the price.

**10c****English Porcelain Dinnerware**

—Oddments at a clearing price—but none the less attractive ware with brown scenic pattern. Will make a pleasing table setting.

Cups and Saucers	15c	4" Bread and Butter Plates	10c
Dinner Plates	15c	7" and 6" Plugs	15c
Sandwich Trays	49c		

**Jewel Preserving Sealers**

—These have proven a great success and at this price should clear in brief time. Limited quantity only, pint size with popular screw top and absolutely guaranteed airtight. Sale dozen

**89c****It's Jelly Time Now!**

—Buy these tumblers and save time looking for the odd bottles. Half pint size with tight fitting tops. Special, dozen

**69c****Floral Tea Cups and Saucers**

—New imported tea cups and saucers just received for this special event. Neat and pretty designs in fancy floral patterns. Really a worth-while special at per cup and saucer

**15c****Special in Tumblers Too!**

—These tumblers are of heavy plain glass in straight shape and standard size. The printing is the most outstanding feature.

**5c****Porcelain Tableware**

—Plain white porcelain tableware for ordinary household purposes, especially suitable for farm kitchens. You will find Dinner plates, Breakfast Plates, and Soup plates and, each

**10c****7-Piece Berry Sets**

—Don't miss these—you will admire their pretty floral colorings and the dainty cream ware body.

**69c**

China, Jasper Ave., HBC

**10 Only, Sidway Go-Carts**

—Popular collapsible style with leather back and leather seat. Rubber tired wheels.

**3.95****3 Only, English Perambulators**

—Nothing more comfortable for baby, these English Perambulators are finished in maroon and have rubber tired ball-bearing wheels.

**\$25**

Third Floor, HBC

**Canning Special!****1.49**

—Just the right combination for your preserving needs and just at the right time. Comprises your canning rack to hold eight quart sealers and number 9 size, rustproof galvanized boiler.

Hardware, Jasper Ave., HBC

**HBC PURE FOOD DEPARTMENTS BRING YOU BETTER VALUES!****Call 26191****HBC SERVICE GROCERY****Quick Service****Fresh Meats****HBC GROCERIA**

—Port Garry Tea or Coffee, lb. **50c**  
—HBC Economy Blend Coffee, freshly ground, lb. **39c**  
—HBC Red Label Tea, Special, per lb. **49c**  
—Seal of Quality Bacon, Edmondston's, 2 lb. best, **2.43c**  
—Ready Cut Ham, 5½, pk., **29c**  
—Heinz Pork and Beans, large family size, tin, **15c**  
—Shariff's Seville Marmalade, 4½, gall, **60c**  
—Pure Honey, 8½, gall, **59c**  
—Mac's Hot Peas, sieve 4 at **2.27c**  
—Delmonte Beans, 2½, tin, **20c**

—Special Raspberry, 2½, Special, **21c**  
—Honey Sweet Water Peaches, 2½, tin, **33c**  
—Old Tossie Beans, Mustard Pickles, **30c**  
—Kodak's Corn Flakes, 2½, Special, **3.25c**  
—Robert Hood's Oats, Family pk., **20c**  
—Pur's Bran Flakes, Special, per pk., **11c**  
—Choice Walnuts, Special, **28c**  
—Medicated Currants, Special, 2½, tin, **27c**  
—Seedling Beans, new stock, Special, 2½, tin, **27c**

—Seal of Quality Pineapple, Special, per pack, **79c**  
—Sage or Tapioca, Special, 2½, tin, **15c**  
—Macaroni Cooking, 2½, tin, **33c**  
—Classic Cleaners, Special at **3.27c**  
—Nestlé's Food, 2½, tin, **33c**  
—Chips, large packets, Special **3.57c**  
—Sunlight Soap, 4 bars, each, 2 cartons, **35c**  
—Lifebuoy Soap, 4 bars, each, 2 cartons, **28c**

—Parewau for preserving, Special **17c**  
—Squirrel Peanut Butter, 2½, Special, **29c**  
—Royal Crown Soap, per carton, **17c**  
—Clip Coupon of top of package for free pass to Empire Theatre on Saturday Morning  
—White Pickling Onions, each, **10c** and **15c**  
—Fennel Beauty Potatoes, Fancy, each, **2.00**  
—Field Tomatoes, basket, **20c**  
—Green Tomatoes, each, **3.29c**  
—Cauliflowers, each, **1.05**  
—B.C. Prune Plums, per case, **1.29**  
—B.C. Cucumbers, per case, **50c**

—Ontario Grapes, per basket, **50c**  
—B.C. Apples, each, **1.75**  
—Local Vegetable Marrow, each, **10c** and **15c**  
—Bartlett Peas, Fancy, each, **2.75**  
—Fennel Beauty Potatoes, Fancy, each, **2.00**  
—Field Tomatoes, basket, **20c**  
—White Pickling Onions, each, **10c** and **15c**  
—Cauliflowers, each, **1.05**  
—B.C. Prune Plums, per case, **1.29**  
—B.C. Cucumbers, per case, **50c**

—Kraft Chateau or Imperial Loaf Cheese, 1 lb. pk., **27c**  
—Mild Alberta Cheese, per lb., **17c**  
—Double Back Bacon, by the piece, per lb., **20c**  
—Boned and Rolled Ham, half or whole, per lb., **25c**  
—Fancy Quality Side Bacon, half or whole, per lb., **22c**  
—Premium Bologna, by the piece, lb., **14c**  
—Lobby Mince meat, 2½, season pack, lb., **23c**

These Groceries prices good for Friday only—Personal Shopping Only.  
5 to 10 A.M.  
—Willowgrove Butter, Sold only with other groceries, 2 lb. 3½c  
—STAR SPECIAL  
—Climax Brand Blended Jam, strawberry, raspberry, black currant and assorted 4½, tin 8½c  
—Weston's Cheese Crisp, per pk., **10c**  
—Weston's Graham Wafers, 1 lb. pk., **10c**  
—Corn, 2½, Hutton Brand, 4 for 3½c  
—Peas, sieve 4, 3 for 3½c  
—Maple Leaf Soap Flakes, 4½, tin, **35c**  
—Quaker Puffed Wheat, 2 for 1½c  
—Lobby Mince meat, 2½, season pack, lb., **23c**  
—HBC Snowflake Soap, 2 pkts. 2½c



FOLLOW  
THE GOOD  
OLD WESTERN  
CUSTOM



# Hudson's Bay Company.



TRADE  
WITH  
THE  
"BAY"

INCORPORATED 27<sup>th</sup> MAY, 1670.

## MID-MONTH SENSATIONAL VALUES IN PIECE GOODS AND BEDDING

500 YARDS BLACK SILK TRANSPARENT FRENCH VELVET  
ON SALE FRIDAY 9 A.M.—REGULAR 3.95 A YARD FOR **1.49**

Pure Silk Black Canton Crepe  
200 Yards only, Regular 1.95, Special Yard **79c**

All Silk Black Crepe Satin  
200 Yards only on Sale, Yard **\$1**

2000 PURE SILK FLAT CREPE OR CANTON  
YARDS In Every Color. Regular 1.29 Quality **79c**  
PHONE ORDERS PROMPTLY FILLED AS LONG AS QUANTITY LASTS

Cottons, Broadcloth, Beach Cloths  
1000 YARDS Printed designs. On Sale, 9 A.M. Special, Yard **10c**

All Linen Tea Towelling  
500 YARDS Absorbent quality. On Sale, Yard **15c**

1000 45" WHITE TABLE OILCLOTH  
YARDS In 1, 1½, 2, 2½, 3 Yd. Lengths—YARD **19c**

500 Wabasso Pillowcases  
ONLY Bleached and hemmed. Each **17c**

100 Hemstitched Sheets  
ONLY Size 81x100 inches. Hand drawn, pair **4.49**

100 Jaspe Bedspreads  
ONLY Size 80 x 100 inches. Printed patterns. Each **\$1**

1500 Yards Wabasso Semi-Bleached Sheeting, 78" wide, Reg. 59c, Special, Yd. 39c

LINEN CLOTHS  
100 only, Double  
Damask, size 68x86 **2.49**

BEDSPREADS  
100 only, Size 80x105.  
Jacquard quality **2.99**

TEA TOWELS  
Size 22x32  
Irish Linen, Reg. 39c **25c**

FLORAL TICKING  
750 yards only.  
On sale 9 a.m., each **19c**

TABLE COVERS  
50 only.  
Sardo lace, each **1.95**

### NOTION AND WOOL SPECIALS!



#### 4-Ply Special Knitting Wool

—Choose your wool Friday and save—this is an excellent wool for Afghans, Sweaters, Berets, etc. In shades of blue, grey, green, fawn, dark brown, navy, rose, black and white. Specially priced to clear. 1-oz. balls, each **9c**

Wools—Main Floor, HBC

### HICKORY GIRDLES **98c**

—Ideal little silk elastic girdles for school girls. Four hose supporters, cut on corset lines. Pale peach in color, in small, medium and large sizes. Sale each

#### Sew-on Garters—

—Flash shade only. **2 pairs 25c**

#### Brassieres—

—Real gun-latest cut—close fitting band at bottom. Fresh lined of imported hosiery in flesh shade. Size 32, 34, 36 and 38. **39c**

#### Dress Shields—

Kotton make, white and flesh, in sizes 2 and 3. Each pair in cellophane wrapper. Pair **25c**

#### Sanitary Belts—

—Exceptional value! All sizes. Each **15c**

#### Cosmetic Puffs—

—30 in package, sanitary and useful for applying and removing cream, etc. Box **13c**

#### Cosmetic Puffs and Kleenex—

—In envelope package, pastel shades, assorted sizes and colors. Each **25c**

#### Triangular Water Wave Veil—

—Ideal for night wear. See them and you will certainly want one. Each **15c**

Notions—Main Floor, HBC

### CANDY SPECIALS!

—OLD FASHIONED MINT HUMBUGS. Per lb. **21c**

—GENUINE PATTERKRISP. Per lb. **29c**

—JELLY BEANS—fresh. Per lb. **19c**

—IMPORTED LICORICE ALL-SORTS, just arrived. Per lb. **23c**

Candies—Main Floor, HBC

### TOILETRIES—REMEDIES—SUNDRIES

#### 2000 Cakes Many Flowers Toilet Soap

—High grade, finely perfumed toilet soap. Featured Saturday at a one-day sale at, each **5c**

#### Toilet Soaps!

High Grade English Soaps—For bath and toilet. Regular 25c cakes. Cold Cream, Cologne, Jasmín, etc. Cake **19c**

Cuticura Soap **21c** Pears 2 cakes **29c**  
Woodbury's Soap, cake **19c** Jumbo Carbolic—**5c**  
Palmolive Soap **4 for 25c**

Special Brand Prescription Toilet Paper—Large rolls of soft white crepe paper **7 49c**

Cream Hand Lotions for chapped hands, nicely perfumed. Per bottle **21c**

Cold Cream—½-lb. jars. Each **49c**

Forhan's Tooth Paste—Per tube **49c**

Glycerine and Rose Water—4-oz. size **19c**

Pure Glycerine—4-oz. size **19c**



Cavalier Tooth Brushes—Our special brush, made to fill a need for good brush at a lower price. Each **15c**



Dressing Combs—Hard rubber, coarse and fine teeth. Each **15c**



Bright Rubber Sponges—Made in shape of a ball. Each **19c**



Pocket Combs—Good quality in case, each **9c**



Hair Brushes—White ivory. Concave back. Each **\$1**

### REMEDIES!



Pure Cod Liver Oil—16-oz. size **49c**



Liquid Paraffin Oil—Heavy, 16-oz. **49c**



Oil Eucalyptus—1-oz. size **15c**



Absorbine Junior **98c**



Scott's Emulsion—Per bottle **79c**



Fruitatives—Large size **39c**



Lydia Pinkham's Compound—Per bottle **98c**



Oil of Wintergreen—2-oz. per bottle **25c**



Listerine—Large size **98c**



Witch Hazel Extract—4-oz. **25c**



Castor Oil—Highest quality, 4-oz. **19c**

Main Floor, HBC

**HBC OPTICAL PARLORS**

WHEN IN DOUBT  
REGARDING YOUR EYES  
CONSULT OUR OPTICIAN

Optical Parlors—Fourth Floor HBC

MAIL ORDERS  
FILLED  
24 Hour Service



# Hudson's Bay Company



TELEPHONE  
All Depts. 27141  
Groceries 26191

INCORPORATED 2<sup>ND</sup> MAY 1670.



## SALE OF WINTER OVERCOATS

100  
ONLY

Styled as Men Like Them!

—Choose early — men who are critical of styling, pattern and shade will revel in the wide selection. The quality is apparent in their all-wool Blanket Cloths, Check-backs, Meltons and Frizes in Polo Ulster, Young Men's Tube, Ulsterette and Guard models. We can assure you the "hidden quality" in inner linings and tailoring is there, too. Wide range of patterns and colorings including Oxford grey, medium greys, blues, browns and many others. If you intend buying a new coat this year, by all means see this wonderful grouping — your size is here, 34 to 42. Fitted and re-pressed before delivery.

A \$5 DEPOSIT WILL HOLD ANY COAT FOR 30 DAYS!

Men's Clothing, Jasper Ave., HBC

FRIDAY

9 A.M.

18.95

### Jumbo Sweaters

—Purchased months ago for this Sale when prices were at least 25% less than they are today. 100% virgin wool — designed for long wear and cut to fit perfectly. Usual coat style in black, brown, wine and meadow green shades. Sizes 36 to 44. Men! Choose yours Saturday and be comfortable during the cold months.

3.95

Men's Sweaters, Jasper Ave., HBC

### Capeskin Gloves

—Quantity is not overlarge, so we'd advise early shopping for these quality capeskin gloves. Comfortably lined — strongly sewn, and dome fasteners at wrist. Tan and chocolate colors. Sizes for men, 7 1/2 to 10 1/2. Sale price

\$1

Men's Furnishings, Jasper Ave., HBC

### Wool Scarfs

—It's the patterns and checks that make these men's scarfs outstanding. Reefer style, fringe ends, and colorings to go with any color overcoat. 87 only. Wonderful value at, each

\$1

Men's Furnishings, Jasper Ave., HBC

### Work Socks

—Every man working out of doors should have several pairs of these socks. Penman make, ribbed knit all wool with double heels and toes. Serviceable, natural color.

25c

Men's Socks, Jasper Ave., HBC



Big News!

### Men's Fall Shoes!

On Sale Friday, Saturday and Monday

—With leather prices increasing, these shoes are extraordinary value, inasmuch as they were bought before the rise in price. The styles include Balmoral and Blucher oxfords in black calfskin with medium or heavy weight soles. Sizes range from 6 to 11. Widths B to E. You should buy a couple of pairs at this price.

3.88

Men's Shoes, Jasper Ave., HBC

### Men's Packard Slippers

—Black or brown soft leather slippers with padded soles and rubber heels. Just the kind you like to slip your feet into after a hard day's work. Sizes 6 to 11. Pair

1.69

### Trapper Brand Boots For the Boys

—Here's another sterling value! Sturdy black box kip leather boots with extension leather soles and rubber heels. They will stand the rough wear that boys give them at this time of the year, and the sizes are 1 to 5 1/2.

2.49

Boys' Shoes, Jasper Ave., HBC



### Men's Shaving Specials!

—GILLETTE'S BLUE BLADES — new price. Package of 5 blades, 25c  
50c value, now  
Package of 10 blades, 50c  
\$1 value, now

**Galavlier**  
BLADES

—Shaving Brush, made in England, badger trimmed, large size. Each 49c  
—EASY SHAVE Cream for shaving without a brush. Special 29c  
—Pinaud's 89c  
—Minty's Shaving Lotion 45c

—CAVALIER BLADES, fits any double edge razor. Every blade guaranteed. 5 blades for 15c

### Smokers' Specials!

—VAN HORNE CIGARS — Perfecto and Panettella shapes. Mild Havana long fillers. Will satisfy the most particular of smokers. Special 12 for 53c  
—KINGSTON SMOKING MIXTURE — Made expressly for HBC. An unusual value we are proud to recommend to all pipe smokers. Special 25c  
—NOVELTY ASH TRAY AND BOTTLE LIGHTER — Large metal Maple Leaf ash tray with bottle lighter attached. Novel and attractive. Set 50c  
Tobacco, Jasper Ave., HBC

### Lunch in Our Dining Rooms

Two Popular Lunches at 35c and 50c  
Served daily from 11:30 to 2:30 p.m.  
All meals prepared under the supervision of our own Dietitian.  
Fourth Floor HBC

### CCM Ranger Bicycles

Fully Guaranteed

29.75



—Boys, lots of time yet for cycling, and what good exercise after sitting over your books all day. These bicycles are made to HBC specifications — every one fully guaranteed — nicely finished in Sapphire Blue or Maroon. Complete with tool kit, pump, wrench and rear reflector. 29.75, 24.25, 22.25, 20.15  
Terms as low as \$10 Cash and balance conveniently arranged.  
Jasper Ave., HBC

### Boys' Winter Overcoat Special!

4.95  
Sizes 24 to 28

—Mothers certainly will be wise to buy winter overcoats for their boys Friday. Well tailored coats like Dad's, in all wool cloths and warmly lined to keep cold winds out. Styles the boys will like and colors of Blues, Fawns and Browns. Sizes 24 to 28. The quality is exceptionally good and the price is low.



### Tweed Suits for School Boys

—They'd usually sell at half as much again as this low pricing. Business-like suits that will give any boy confidence — smartly tailored — new Fall shades in grey and browns are featured and they are in the popular double-breasted style with long pants. Sizes 24 to 36. Priced as a Boys' Clothing Feature at 5.95

### Boys' Leather Windbreakers

—They keep out cold winds, rain — and are very smart, being tailored in the new snap button front style — snug knitted waists and storm cuffs in black or chocolate colors. Wool lining and sizes 26 to 36. Special at 3.45  
Boys' Wear, Jasper Ave., HBC

### Attention! Battery Radio Owners

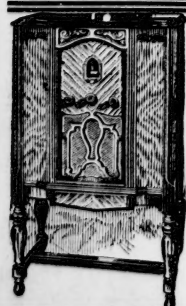
—We are offering one hundred guaranteed heavy-duty HBC 45-volt Heavy Duty B. Batteries at a very exceptional price during this sale. They are standard size, have long life — buy them to equip your radio sets and enjoy many delightful Fall programmes. Order yours early. Each 2.49  
Batteries, Third Floor, HBC

### HBC Special Shot Shells

—Some straight shooting will be done with "Bay" shells. This shell is becoming more and more popular with Edmonton and Alberta hunters every season. It is 12 gauge, heavy load, smokeless powder, waterproof duco finish. 4, 5, 6 and 7 1/2 shot. Order yours early!

Box of 25 - 1.15 — Case of 20 Boxes \$23

Shells, Jasper Ave., HBC



## SALE OF TWENTY 1933 RADIOS

So confident are we in the value of these sets that a full allowance for them will be made if you wish to trade for a 1934 Radio up to December 1st.

—Beyond the shadow of a doubt Radio prices for Fall are rapidly ascending the price ladder. We were fortunate in securing 20 sets made by one of the finest manufacturers in Canada, and offer them Friday at 9 a.m. They are 1933 console models, up-to-date in every feature with a chassis that uses—3 W. 58 triple grip supercontrol pentodes—3 W. 56 super triode amplifiers—1 W. 247 power output pentode—and one N.X. 280 full wave Rectifier. See them in our windows tonight—hear them in the department to morrow and give us the opportunity of telling you their other outstanding features. Terms as low as

Down Payment 7.95 — and 7:55 Monthly including Carrying Charges.

—Trade-ins accepted.

Radios, Third Floor, HBC

— Only —  
79.50





# TWO FREE GUEST TICKETS FOR THE "STRAND" THEATRE

## GIVEN WITH EVERY

### Now Showing

# "The Secret of the Blue Room"

## PAID-IN-ADVANCE ADVERTISEMENT

### INDEX TO CLASSIFIED ADS

The Principal Classifications appear in the following order:

**Announcements** 1 to 18  
**Employment** 19 to 24  
**For Sale-Wanted** 25 to 34  
**Business Services** 35 to 40  
**Real Estate** 41 to 48  
**Real Estate** 49 to 50  
**Automotive** 51 to 52

### BIRTHS

BORN to Mr. and Mrs. G. G. Adams, 1001 10th Ave., at the General Hospital, Wednesday, September 13, a daughter, Marie Louise. Birth weight, 10 lbs. 10 oz. Dr. J. H. Adams.

### OBITUARIES

MRS. SOPHIE KATHAN

The funeral service for Sophie Kathan, who died at her home, 1001 10th Ave., on Wednesday, September 13, at the age of 84 years, will be held at 2 p.m. on Friday, September 15, at the funeral home of J. H. Adams, 1001 10th Ave. The interment will be in the Mount Pleasant cemetery. Sophie was born in Russia and came to Canada in 1890. She was a member of the Russian Canadian church and was a devoted wife and mother.

### ARTICLES FOR SALE

McLARY Gas Range for sale. Call 1001 10th Ave.

### FLORISTS

All flowers made in this floral department. See our display. Prices reasonable.

### TRANSPORTATION

PRIVATE car with license for sale. Call 1001 10th Ave.

### PERSONAL

Portrait. Portraits. 1001 10th Ave.

### SAFETY-FIRE CO.

SAFETY-FIRE CO. 1001 10th Ave.

### ELIMINATE FIRE AND THEFT

ELIMINATE FIRE AND THEFT. 1001 10th Ave.

### REAL ESTATE

REAL ESTATE. 1001 10th Ave.

### FUR

FUR. 1001 10th Ave.

### SHIRTS

SHIRTS. 1001 10th Ave.

### Try Something New

Try Something New. 1001 10th Ave.

### Fall Special

Fall Special. 1001 10th Ave.

### PRINTING

PRINTING. 1001 10th Ave.

### BEAUTY PARLORS

BEAUTY PARLORS. 1001 10th Ave.

### FEMALE HELP

FEMALE HELP. 1001 10th Ave.

### MALE HELP

MALE HELP. 1001 10th Ave.

### SALESMEN, AGENTS

SALESMEN, AGENTS. 1001 10th Ave.

### FEMALE SITS, WTD.

FEMALE SITS, WTD. 1001 10th Ave.

### MALE SITS, WTD.

MALE SITS, WTD. 1001 10th Ave.

### REPAIRS

REPAIRS. 1001 10th Ave.

### THE HAVARD CLASSICS

THE HAVARD CLASSICS. 1001 10th Ave.

### OXFORD & CAMBRIDGE

OXFORD & CAMBRIDGE. 1001 10th Ave.

### BRANCH NO. 1

BRANCH NO. 1. 1001 10th Ave.

### THE NATIONAL CANAL REGISTER

THE NATIONAL CANAL REGISTER. 1001 10th Ave.

### REPAIR DIRECTORY

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### ARTICLES FOR SALE

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### PAINT SPECIALS

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### RADIO-MUSICAL

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### BUSINESS SERVICES

BUSINESS SERVICES. 1001 10th Ave.

### SPORTING GOODS

SPORTING GOODS. 1001 10th Ave.

### TENTS AND AWNINGS

TENTS AND AWNINGS. 1001 10th Ave.

### MANUFACTURERS OF AWNINGS

MANUFACTURERS OF AWNINGS. 1001 10th Ave.

### PROFESSIONAL

PROFESSIONAL. 1001 10th Ave.

### BARRISTERS, SOLICITORS

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### GRANT & STEWART

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### BARBERS, HAIRDRESSERS

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### NEW 4-Roomed Cottage

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### Close to street car and school

Close to street car and school. 1001 10th Ave.

### WHYTE & CO. LIMITED

WHYTE & CO. LIMITED. 1001 10th Ave.

### FARMS FOR SALE

FARMS FOR SALE. 1001 10th Ave.

### QUARTER SECTION

QUARTER SECTION. 1001 10th Ave.

### LOTS WANTED

LOTS WANTED. 1001 10th Ave.

### WANTED-LOT in Highlands or near

WANTED-LOT in Highlands or near. 1001 10th Ave.

### INSURANCE

INSURANCE. 1001 10th Ave.

### HAROLD McPHERSON, LIMITED

HAROLD McPHERSON, LIMITED. 1001 10th Ave.

### MILTON MARIN, Insurance Agent

MILTON MARIN, Insurance Agent. 1001 10th Ave.

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LITTLE ORPHAN ANNIE



SKYROADS



A Royal Mountie



OUR BOARDING HOUSE - - By Ahern



THE GUMPS



ALLEY OOP



QASOLINE ALLEY



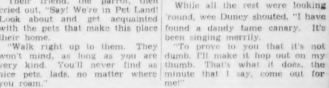
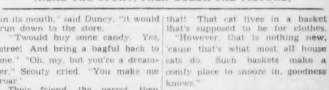
ROOTS AND HER BUDDIES



FRECKLES AND HIS FRIENDS



THE MINIMITES



Cinema Star









